

## Nuts and Bolts of Media/Communications Planning Session

### *Key Communications Resources*

*August 20, 2015*

- [Best Practices for Comprehensive Tobacco Control Programs—2014](#): is an evidence-based guide to help states plan and establish effective tobacco control programs to prevent and reduce tobacco use. This document updates Best Practices for Comprehensive Tobacco Control Programs—2007. This updated edition describes an integrated programmatic structure for implementing interventions proven to be effective and provides levels of state investment to prevent and reduce tobacco use in each state.
- [Surgeon General's Reports on Smoking and Health](#) have the latest and greatest facts, information, guidance, recommendations, and data available on the dangers of smoking and exposure to secondhand smoke. SGRs are key resources we strongly recommend reviewing and referencing. Each report builds on the previous report, so it is important to always reference the most recent report for the latest information, as well as updates to previous reports. Each report also includes a top-line Executive Summary as well as a plain language Consumer Guide, as well as many related resources for use.
- [Reducing Tobacco Use and Secondhand Smoke Exposure: Mass-Reach Health Communication Interventions \(Guide to Community Preventive Services, April 2013\)](#): The Community Preventive Services Task Force recommends mass-reach health communication interventions based on strong evidence of effectiveness in: 1. Decreasing the prevalence of tobacco use; 2. Increasing cessation and use of available services such as quitlines, and; 3. Decreasing initiation of tobacco use among young people.
- [CDC's Clear Communication Index](#): A research-based tool to plan and assess public communication materials. The 4 questions and 20 items in the Index are drawn from the scientific literature in communication and related disciplines. The items represent the most important characteristics to enhance clarity and aid people's understanding of information. The Index provides a numerical score on a scale of 100 so that developers of communication products can objectively assess and improve materials based on the best available science.
- [Designing and Implementing an Effective Tobacco Counter-Marketing Campaign](#): This comprehensive 450-page document takes the reader step-by-step through the development and implementation of a tobacco counter-marketing campaign.
- [Media Campaign Resource Center](#): The MCRC is a clearinghouse funded by the U.S. Centers for Disease Control and Prevention's Office on Smoking and Health. The MCRC licenses and maintains an inventory of existing tobacco control advertisements developed by a number of U.S. states, organizations, and federal agencies. By providing access to existing advertising materials, the Resource Center allows states, organizations, and government agencies to save the time and high cost of producing new ads.
- [NCI Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use](#): This National Cancer Institute publication provides a critical, scientific review and synthesis of the current evidence regarding the power of the media, both to encourage and to discourage tobacco use. It is the most current and comprehensive summary of the scientific literature on media communication in tobacco promotion and tobacco control. Research included in the review comes from the disciplines of marketing, psychology, communication, statistics, epidemiology, and public health.
- [CDC Gateway to Health Communication & Social Marketing Practice](#): Access resources to help build health communication or social marketing campaigns and programs. Whether you are looking for tips for analyzing and segmenting an audience, choosing appropriate channels and tools, or evaluating the success of your messages or campaigns, it's all here in one place.

- [Evaluation Resources](#): This CDC Office on Smoking and Health website page provides links to a variety of publications on evaluating comprehensive tobacco control programs, including information relevant to evaluating health communications and counter-marketing campaigns.
- [Tobacco Portal](#): A project of Georgia State University's Institute of Public Health, the Tobacco Portal is a resource center providing links to tobacco related data, reports, scientific information and publications. The Tobacco Portal organizes publicly available tobacco information into one location and categorizes resources that are useful for researchers and tobacco control experts.